

YOUNG LIONS MEDIA COMPETITION

The first generation to...



KEY METRICS ABOUT CLIMATE CHANGE

3.6B

People living in areas highly susceptible to the climate crisis

376M

People around the world have been forcibly displaced since 2008

50%

Global crops could decline by 2050 due to heatwaves and droughts

80%

Global energy infrastructure could be affected by Climate crisis by 2050.

PROBLEM



How can we empower Gen Z and Alpha to take action on climate change, making it a compelling and urgent movement they can shape within their own spheres?

The task: Unite young voices to drive real climate action by shifting the narrative from fear to transformation and providing clear, engaging pathways for participation. Empower a collective movement where everyone can contribute based on their skills, interests, and daily choices.





AUDIENCE

**Ages 16-29,
Students and
Young
Professionals**

**Highly active on
platforms
social media .**

**Engaged with
major social
movements
(Black Lives
Matter, EndSars,
Fridays for Future)**

Their Motivations

- **Self-Expression:** They desire visibility and a platform for their voices.
- **Digital Trends:** Engagement with challenges, interactive formats, immersive storytelling.
- **Entertaining Advocacy:** Formats that blend enjoyment with meaningful causes



FACTS

82%

Of GenZ expresses concern about the state of the planet

72%

Have proactively altered their behavior to diminish their environmental impact.

76%

Genz employees prioritize working for companies who prioritize renewable energy, waste reduction, and ethical sourcing

INSIGHT

Source: <https://alfred24.com>

Gen Z wants to live sustainably, but they're stuck in systems designed for waste. Until green choices are the default, intention will always outrun action.



BIG IDEA

We are the 1st generation to....

Instead of being the **last generation** that can stop climate change

We are the **first generation** that is actively reversing it.

We'll do it with these three steps !



Phase 1: This Is Happening Now

Idea: Make climate change feel immediate and personal.

Implementation:

- Geo-targeted billboards – Show real-time climate impact in major cities using UN data.
- AR filters (TikTok/Instagram) – Visualize extreme climate scenarios in users' surroundings.
- Immersive YouTube ads – Short videos depicting a climate-altered world.
- Media partnerships – Expand reach across digital and traditional platforms.

Phase 2: Rewriting the Rules

Idea: Shift focus to real-world climate solutions and individual action.

Implementation:

- Mini-doc series (The New Normal) – 2-3 min episodes on climate solutions.
- Changemaker stories – Featuring eco-activists & local innovators.
- Short-form videos – Showcasing grassroots efforts on YouTube, TikTok, & more.
- Media amplification – Emphasizing small actions with big impact.
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Step 3: Solution – One Step at a Time

- **Idea:** Convert awareness into action through viral participation.
- **Implementation:**
 - #ChangeOneThing challenge – Users commit to small eco-friendly actions.
 - Sponsored initiatives – UN-backed tree planting & clean water projects.
 - Large-scale activations – Schools, offices, and cities take eco-action.
 - Live CO₂ dashboard – Tracks real-time impact.
 - Sustainable brand collabs – Merch funding climate efforts.

MEASUREMENTS

Reach

5-10 million
people globally

Action

50,000
actions across multiple
fronts

Awareness

200
media mentions

Unification

30%
increase in followers
or members
for eco-initiatives

Engagement

500
media mentions

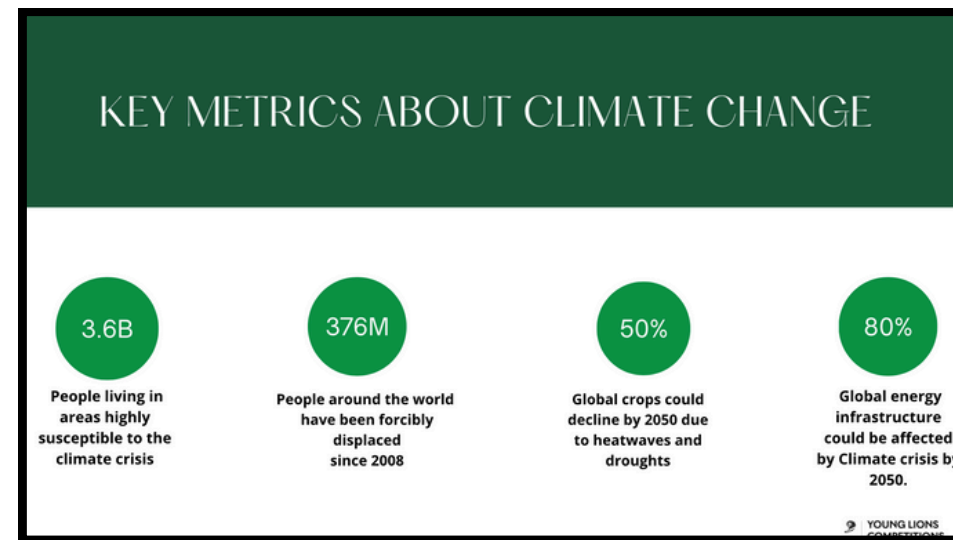
Impressions

10 Million

SUMMARY

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